MAGENTO VS BIG COMMERCE – A COMPARATIVE STUDY BETWEEN TWO ECOMMERCE GIANT

With so many ecommerce platforms available today you can have a tough time deciding which platform to choose for your online store With the likes of Magento Shopify ZenCart BigCommerce and so many others every ecommerce platform has its own share of pros and cons

Today we are going to compare two highly popular ecommerce platforms that have powered almost of world's topmost million ecommerce stores Have a detailed walkthrough and see which one fits the best for your ecommerce presence

A FACE OFF BETWEEN THE TWO

Being an open source PHP platform Magento Ecommerce platform is the No choice for getting your own store online powering of top million ecommerce sites As per a

research conducted a leading [Magento Ecommerce Agency](#) Magento comprises   market share the highest among top   ecommerce platforms available today

BigCommerce on the other hand powers   of top million ecommerce sites When looked at top   K ecommerce stores the share of BigCommerce stands at mere   However this is just not enough to decide why to avoid BigCommerce

HOSTING

Magento is all about self   hosting This turns to be a disadvantage for users since they have to seek hosting companies like HostGator Go   daddy and others to go for hosting solutions which can cost about   USD a month

BigCommerce scores here since when you choose it as a preferred ecommerce platform you do not have to worry about paying for a separate hosting solution This means you do not have to worry about the hosting thing as BigCommerce takes care of everything required to create and maintain an ecommerce store

PRICING

BigCommerce store comes at a price and people who buy store from BigCommerce have to go for pro plans The price depends on which package one opts for Lower priced plans come with limited features while higher plans come with advanced features like product filtering fraud monitoring abandoned cart and more Standard charges include   plus additional   transaction fees

Magento scores here as a store comes free of cost and users only need to pay for the hosting fees So ultimately cost required to run a Magento site is comparatively lesser due to reasonable hosting fees

USAGE

BigCommerce is a boon for beginners since it is extremely easy to operate and hence it becomes easier to create a full   fledged store Additionally BigCommerce provides a neat and

clean dashboard allowing users to set up a store in no time through step by step instructions without requiring any coding knowledge

On the other hand Magento is well suited for experienced Magento developers but is difficult for first time developers to use Hence beginning developers have tough time learning about navigation making it unsuitable for novice developers

FEATURES

BigCommerce comes with an array of features like social selling payment gateways marketing tools and many more However Magento is by far the most robust platform that includes built in features like customer accounts product browsing catalog management and newly introduced advanced checkout features with Magento

SEARCH ENGINE OPTIMIZATION

Since Magento has been in the industry for   years now as compared to   years of BigCommerce most stores have Magento in the backdrop leading to Magento sites highly SEO friendly and ranking well on Search Engines [Click here to hire digital marketing agency] Based on the study conducted Magento stores rank on top from an SEO perspective while BigCommerce stores rank fourth

RD PARTY INTEGRATION

If planning to integrate third party sites like Google Shopping eBay Amazon and more BigCommerce is an ideal choice since it comes with all the inbuilt capabilities of incorporating these sites well However you cannot build a marketplace within a BigCommerce store

On the other hand there are so many Magento development extensions available for Magento developers allowing Magento store incorporated into an already thriving marketplace with

advanced functionality like product uploading admin management drop shipping and more

Summing up

So let us have a brief comparison between and two to know where to use what

BIGCOMMERCE

Pros

➢ An option for both free as well as paid templates
➢ Extremely easy to use
➢ No extra cost for hosting

Cons

➢ No options to customize
➢ Can be costly when going for paid packages

MAGENTO

Pros

➢ Free to use all the basic features
➢ An extensive community of developers
➢ The store is scalable in nature
➢ SEO friendly store with optimization capabilities
➢ Integration with other thriving marketplaces
➢ Advanced features obtained with the help of add   ons

Cons

➢ Difficult to use
➢ Hosting is chargeable

It all depends on the size nature and budget of your business to decide upon an ecommerce solution For small to mid level enterprises BigCommerce is an excellent option However for

large enterprises Magento provides a broad scope for flexibility scalability and customization

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